

Message Text

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TO SECSTATE WASHDC 3899

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PASS COMMERCE

E. O. 11652: N/A

TAGS: ETRN, BEXP, RP

SUBJECT: PARTICIPATION BY U. S. FIRMS IN PHIL AVIATION WEEK

SUMMARY: ORGANIZERS OF PHIL AVIATION WEEK HAVE ASKED EMBASSY ASSISTANCE IN ENCOURAGING PARTICIPATION BY U. S. MANUFACTURERS OF AIRCRAFT OR AVIATION EQUIPMENT IN MAY 2 CELEBRATION AT MANILA. ACTION REQUESTED: CONVEY INVITATION TO GENERAL AVIATION MANUFACTURERS ASSOCIATION, INC. END SUMMARY.

1. ANNUAL PHIL AVIATION WEEK CELEBRATION TO BE HELD APRIL 29 TO MAY 5, 1973 AT MANILA AND OTHER PHIL CITIES. IN ADDITION TO USUAL PARTICIPATION BY U. S. MILITARY AND USIS, ORGANIZERS THIS YEAR WISH TO HAVE COMMERCIAL FIRMS IN AVIATION FIELD SET UP EXHIBITS IN BOOTHS OR LARGE DISPLAY AREA AT MANILA AIRPORT MAY 2. GENERAL PUBLIC AS WELL AS PERSONS WITH SPECIFIC INTEREST IN AVIATION WILL ATTEND.

2. ORGANIZING COMMITTEE HAS ASKED EMBASSY ASSISTANCE IN ENCOURAGING PARTICIPATION BY U. S. MANUFACTURERS OF AIRCRAFT, PARTS OR AVIATION EQUIPMENT. WE HAVE ALREADY BEEN IN TOUCH WITH LOCKHEED WHICH WILL ASSIST GOP IN DISPLAY OF RECENTLY PURCHASED L-100-20 HERCULES AIRCRAFT. WORLD- WIDE WILCOX ALSO PLANS DISPLAY SOME OF NAVAID MODELS, ETC. USED AT TRANSPO 72. LOCAL AGENT OF BEECH
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AIRCRAFT CORP. WILL PARTICIPATE, BUT OTHERS ARE UNCERTAIN. PIPER NOT REPRESENTED HERE, AND CESSNA AGENCY UNDECIDED. ORGANIZING COMMITTEE SUGGESTED WE CONTACT GENERAL AVIATION MANUFACTURERS ASSOCIATION, INC. (GAMA), 1025 CONNECTICUT AVE., N. W., WASHINGTON, D. C. AS READY CHANNEL TO INFORM ALL MANUFACTURERS.

3. WE BELIEVE U. S. EXPORTERS OF ALL TYPES OF AIRCRAFT, INCLUDING LIGHT PLANES AND HELICOPTERS, AVIATION EQUIPMENT HAVE POTENTIAL FOR GREATER SALES IN PHILS, AND EVERY EFFORT SHOULD BE MADE TO STIMULATE EXPORTS IN THIS FIELD. AVIATION WEEK CATERS LARGELY TO GENERAL PUBLIC, BUT ELABORATE ORGANIZATIONAL STRUCTURE INCLUDES ALL MILITARY, CIVILIAN GOP AND COMMERCIAL GROUPS INTERESTED IN AVIATION. ALSO THERE IS CERTAIN AMOUNT OF MEDIA COVERAGE TO BE GAINED. WE RECOMMEND THAT DEPT AND/ OR COMMERCE INFORM GAMA OF AVIATION WEEK CELEBRATION AND REQUEST THAT IT ENCOURAGE PARTICIPATION BY MEMBER FIRMS. REQUEST CONFIRMATION THAT CONTACT WAS MADE, TOGETHER WITH REACTION BY GAMA, SO THAT WE MAY INFORM AVIATION WEEK ORGANIZING COMMITTEE.
BYROADE

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